

# 7 Cool Uses for Video Streaming and Recording



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# So what is streaming and recording anyway?

HD streaming, recording and auto-publishing are some of the most innovative tools in the video conferencing industry. Seeing someone face to face far exceeds the effect of an audio call or email, but being able to record that call for later viewing or to stream it to thousands of participants truly takes this technology to new heights.

The future is now. Today, you can effortlessly create live and on-demand videos that are easily accessible from any location, on any device. In this e-book, we will look at some of the coolest uses of HD video streaming/recording.

If you have questions or want to see for yourself how this technology can help you transform your business, please [contact us](#).

What is Streaming and Recording?

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# 1. Recruit and train the best of the best

When your company hires new employees, there is typically a set amount of information that they need to review to ensure they are adequately trained to do their jobs. Though this process may seem simple at a small business, what happens if yours is an international organization that hires 20 sales engineers at once? What if they are located all over the world?

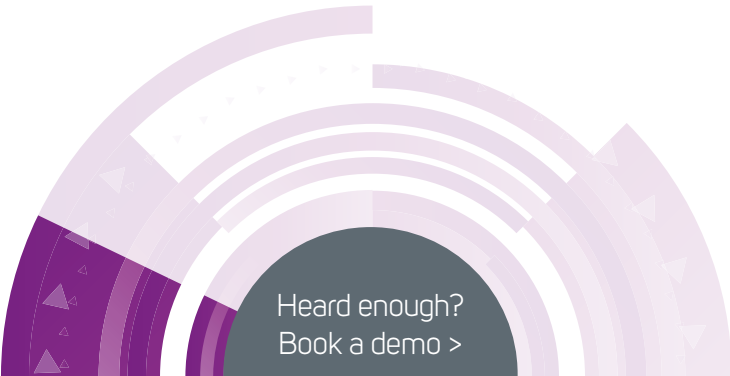
With HD streaming and recording, the process becomes a piece of cake. Instead of flying all of the sales engineers to one location for training or hiring a trainer to work with each person individually, an HR

representative can simply record the various training sessions to a streaming/recording application and the new hires can watch them at their convenience. Or, if the company wants all of its sales engineers trained at the same time, the training sessions can be live-streamed from the company headquarters and accessed on any device.

Companies have even broadened the use of streaming and recording technology to the interview process as well, allowing hiring managers to record and rewatch interviews to ensure that the right candidate is selected.



The video interview: Why it's awesome  
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## 2. Create your company's very own YouTube™

YouTube hosts billions of online videos, including silly sketches, interviews, movie trailers, sports highlights, advertisements, music videos and so much more. YouTube has taken the Internet, and arguably the world, by storm. But how can you leverage this type of technology in the business world?

With today's video conferencing technology, recording your own HD video is as easy as pressing a single button. You can record meetings, sales presentations, training videos, holiday

greetings and more. These recordings can then easily be uploaded to your own "corporate YouTube" within a matter of seconds.

Though your account isn't affiliated with the actual YouTube, it is just as easy to watch videos, organize them into channels and comment on relevant material. In fact, you can even restrict access to certain channels if you are waiting for a launch date or big corporate announcement.

Over 6 billion hours of video are watched each month and 100 hours of video are uploaded every minute to YouTube.

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### 3. Extend the reach of your event to everyone, everywhere

This year in Brussels, the EU decided to use HD streaming and recording technology to broadcast the State of the European Union address to more people in more places.

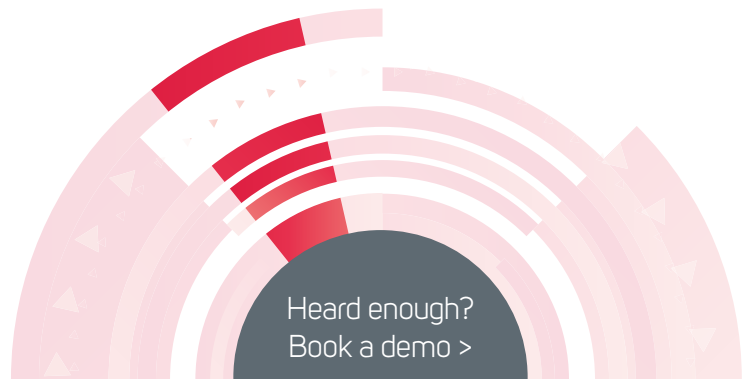
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Last year, LifeSize streamed and recorded singer-songwriter Matt the Electrician to celebrate the annual South by Southwest (SXSW) music festival.

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With streaming and recording technology, you can take your event beyond the office by live-broadcasting it to anyone, anywhere. You can stream live meetings to be viewed on any device, record and publish important conferences to be

available on demand for those who cannot attend in person or in real-time, and even pause and rewind a keynote speaker address for content you want to review. The possibilities are truly endless.



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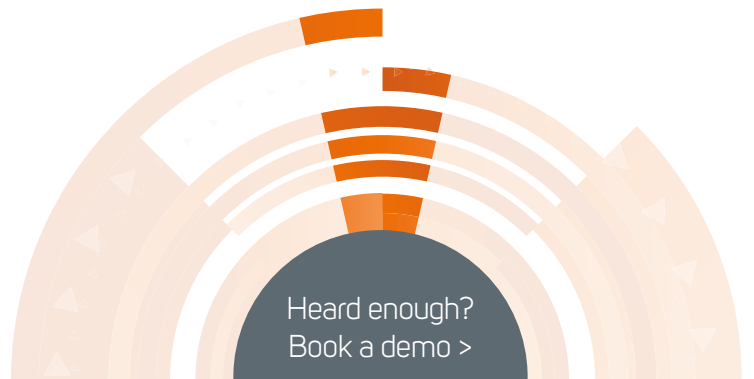
# 4. Overcome time zone constraints


When your company is spread across the country, or even across the globe, time zone constraints are ever-present. When the time difference is significant, it can severely impact corporate culture and employee collaboration.

If a company schedules a company-wide meeting, remote employees can watch the live stream from any device and feel as if they are in the same room as the presenter, or they can watch it later on demand if they cannot attend in real time.

Jason  
Cohenour, CEO of  
Sierra Wireless, has Monday  
morning management meetings  
with senior executives on three separate  
continents: "At 7:00 a.m. Pacific time,  
we'll fire up video conferencing and have a  
meeting with teams in Hong Kong, California,  
and France." If time zone constraints interfere  
with schedules, meetings can easily be  
recorded and played back at any time.  
Sierra Wireless employees can now  
experience meetings with such lifelike  
quality, it is as if they attended the  
presentation in person.

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"Whether the device of choice is a laptop, tablet, smartphone or new software application, companies no longer have to scramble to provide needed infrastructure and support." Staff, InAVate


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## 5. It's an on-demand, BYOD world we live in

One of the greatest assets that an organization possesses is its information. Industry research, executive communications to the workforce, training practices, business reviews and sales strategies are just a few of the pieces of information that are vital to success.

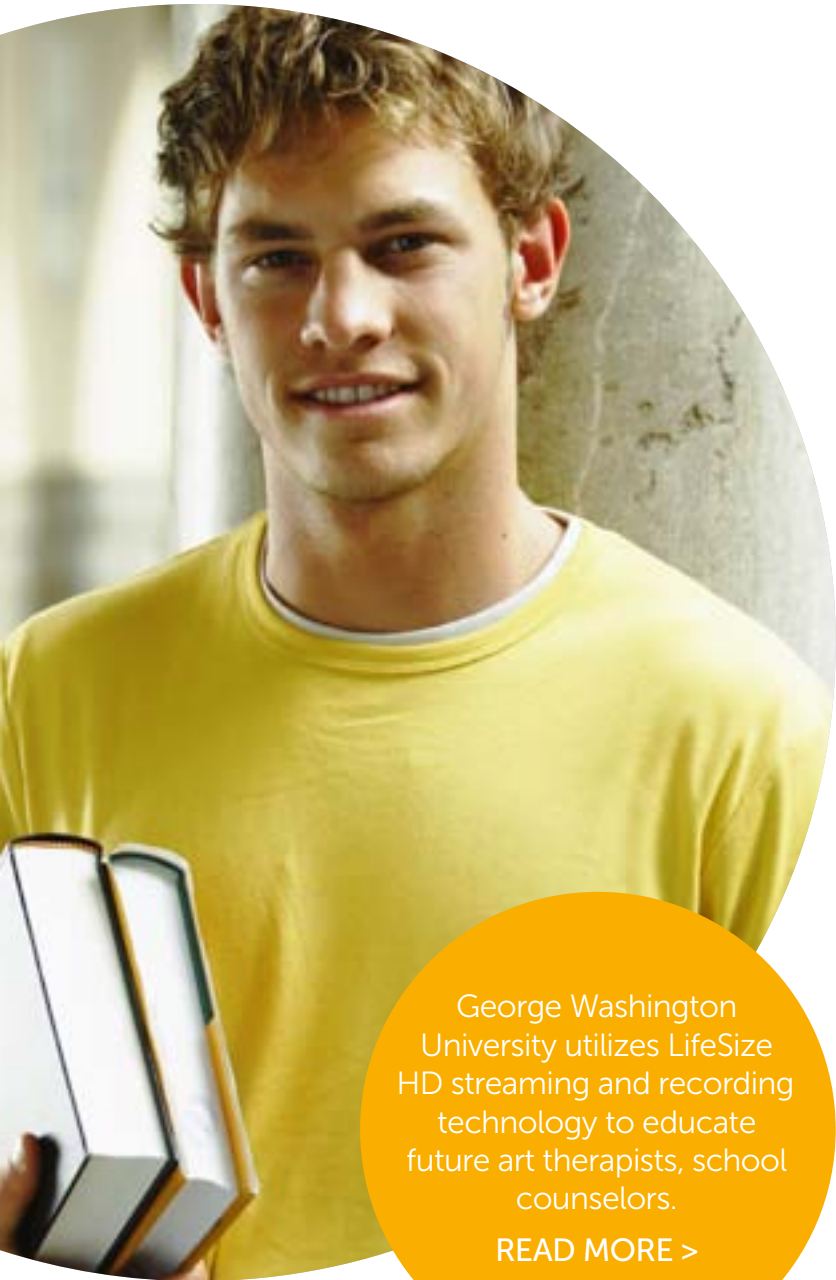
However, information like this is most valuable when it is in the right hands, with the stakeholders who need it most. But what happens if a group of individuals is located halfway around the world, in a different time zone or on the road, traveling from city to city to build relationships with customers?

In an on-demand world, users need to be able to access their company's most critical information any time of the day or night, regardless of their time zones or the devices they are using. In order for businesses to keep up in such a highly competitive corporate world, tools like streaming and recording are vital to an organization's success.



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George Washington University utilizes LifeSize HD streaming and recording technology to educate future art therapists, school counselors.

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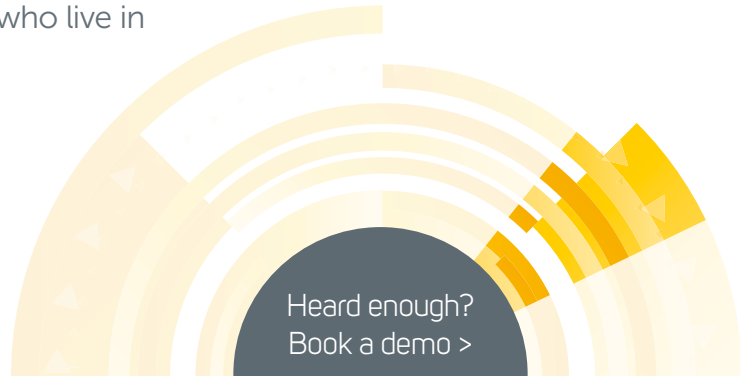
## 6. Expand learning opportunities with lecture capture

*Lecture capture* is one of the most prevalent buzzwords in education today. Simply put, it is the recording of any type of lesson given by a lecturer (including slides and whiteboard notes) to various classrooms across multiple sites. These sessions are then made available for viewing or downloading by any student, instantly.

Lecture capture can be used in almost any grade level, from K–12 to higher education. The technology is perfect for a child who is absent and needs to catch up on schoolwork or wants to review content before an exam. It is also beneficial for students who live in

a rural community and want to attend a class that is not provided in their hometown, such as a foreign language class or one in another specialized subject. For universities that are looking to provide distance learning, lecture capture is especially helpful for students with families and full-time careers.

Though it is not intended to replace traditional instruction, lecture capture provides flexibility and new opportunities for distributed and residential students. [READ MORE >](#)



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# 7. Streaming and Recording for Medical Students and Continuing Education

Medical students are the future of healthcare, and it is absolutely critical that they are well trained in their specialties of choice in order to move the discipline forward and continue to improve upon medical processes. What better way to train our future doctors than with HD video technology?

With the use of streaming and recording technology in medical schools, students all over the world can view live surgeries on cadavers and see their professors demonstrate even the most advanced medical procedures in crystal-clear HD. What's more, these students can then watch the videos afterward to review highly specific details they may have missed.

Likewise, doctors who are seeking continuing medical education can also use video technology to participate in classes. Instead of traveling to a conference, participants can dial in live or watch recorded classes while still feeling as if they are in the operating room themselves. [READ MORE >](#)



Renowned hospital group turns to video conferencing solutions to broadcast live open-heart surgery  
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# Explore video streaming and recording

HD streaming, recording and auto-publishing mean high definition video is available at your fingertips. With the single press of a button, you can record and publish HD-quality video to thousands of viewers so that they see exactly what you want them to see. Live and on-demand videos are automatically optimized for every viewer—desktop, laptop, tablet or smartphone—ensuring a lifelike viewing experience with minimal delays or buffering, even on the smallest devices.

We hope that you found our 7 Cool Uses of Streaming and Recording guide helpful and, because we know that “seeing is believing,” we would be delighted to arrange an opportunity for you to experience the power of video streaming and recording for yourself. For more information or to request your personal demonstration, visit us at: [www.apicom.com.co/demo.html](http://www.apicom.com.co/demo.html).

*Free Trial >*

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1-877-LIFESIZE  
1-877-543-3749

“LifeSize solutions are so intuitive and easy to use, and the image quality is phenomenal. It’s hard to imagine my work life now without LifeSize.”

- Suaad Sait, Chief Marketing Officer, Rackspace

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[Greatest Hits: A Collection of the Best Use Cases for HD Streaming and Recording >](#)



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